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File 15:ABI/Inform(R) 1971-2000/Oct 30  
 (c) 2000 Bell & Howell  
 File 275:Gale Group Computer DB(TM) 1983-2000/Oct 30  
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 File 16:Gale Group PROMT(R) 1990-2000/Oct 30  
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 File 160:Gale Group PROMT(R) 1972-1989  
 (c) 1999 The Gale Group  
 File 148:Gale Group Trade & Industry DB 1976-2000/Oct 30  
 (c)2000 The Gale Group

Set	Items	Description
S1	2000548	ADVERTI? OR AD OR ADS OR CLASSIFIED? OR BANNER?
S2	4301233	DATABASE? OR DATA()BASE? OR SERVER? OR NODE? OR WEBSITE? OR WEB()SITE? OR NETWORK?
S3	594747	S1 AND S2
S4	26974	BROWSER?
S5	26974	S3 AND S4
S6	1972	S1(15N)S2(15N)S4
S7	15448	(SEARCH? OR SEEK? OR RETRIEV? OR QUER? OR QUER? OR FETCH? - OR REQUEST?)
S8	1390	ADVERTI? (3N) (SERVER? OR WEBSITE? OR WEB()SITE?)
S9	59	S8(10N) (FEEDBACK? OR E()MAIL? OR EMAIL?)
S10	16	S9 NOT PY>1997
S11	12	RD (unique items)
S12	2466	PERFORMANC? (2N)ADVERTI?
S13	6	S12 (5N)S8
S14	4	RD (unique items)
S15	15814	(CONTEXT OR CONTENT) (3N)S1
S16	53	S15(5N)S8
S17	9	S16 NOT PY>1997
S18	7	RD (unique items)
S19	46697	CONTENT(3N) PROVIDER?
S20	1898	S19
S21	7	S20 (10N)S8
S22	34	DIRECT ()ADVERTI?
S23	16	S22 NOT PY>1997
S24	15	RD (unique items)
S25	219	REPORT? (2N)BACK?
S26	0	S8(10N)S25
S27	0	S25(S) S12

11/3,K/1 (Item 1 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
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01504520. 01-55508

**Permanent e-mail addresses**

Rudich, Joe  
Link-Up v14n5 PP: 24-25 Sep/Oct 1997  
ISSN: 0739-988X JRNL CODE: LUP  
WORD COUNT: 1786

...TEXT: delivery itself) is supported by advertising. Yes, your messages may have an advertising banner at the top or bottom of the page, but then, most **Web sites** now include some **advertising**.

Juno (<http://www.juno.com>) was the first free **e-mail** service and remains unique in providing access to users who may not even have Web access. To use Juno, the service's free software must...

11/3,K/2 (Item 2 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
(c) 2000 Bell & Howell. All rts. reserv.

01311018 99-60414

**CPA firms on the World Wide Web**

Albrecht, W David  
Ohio CPA Journal v55n3 PP: 25-29 Jun 1996  
ISSN: 0749-8284 JRNL CODE: OCP  
WORD COUNT: 3425

...TEXT: choices in the form, the input is sent to the server. A program on the server sends the information to either a designated employee's **e-mail** account or to a data file for later processing.

**Advertising and promotion**

**Web sites** can be used to advertise or promote products and services that are available through traditional channels. In order for a Web site focusing on promotion...

11/3,K/3 (Item 1 from file: 275)  
DIALOG(R) File 275:Gale Group Computer DB(TM)  
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02192387 SUPPLIER NUMBER: 19722425 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Cashing in with commerce servers; finding the right Web E-commerce technology to grow your business. (electronic commerce) (Technology Information)**

Indermaur, Kurt  
DBMS, v10, n10, p87(4)  
Sep, 1997  
ISSN: 1041-5173 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 2897 LINE COUNT: 00251

...ABSTRACT: browse the Internet, searching for items which interest them. Sellers are involved in marketing and promotions as well as implementing such tactics as brochure-ware **Web sites**, **e-mail** and **advertising**. To complete the actual transaction, sellers need to provide an easy-to-use, familiar payment experience. A satisfied customer is important to the

success of...

**11/3,K/4 (Item 2 from file: 275)**  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2000 The Gale Group. All rts. reserv.

02015178 SUPPLIER NUMBER: 18946578 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**As is, the Internet is moderately useful.(Platform) (Internet/Web/Online Service Information) (Column)**  
McKague, Anne  
Computing Canada, v22, n25, p15(1)  
Dec 5, 1996  
DOCUMENT TYPE: Column ISSN: 0319-0161 LANGUAGE: English  
RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 675 LINE COUNT: 00054

... separately to their email address, type in my problem and wait for a day or two (or more) for an answer.

Just as with traditional **advertising**, Internet **email** and **websites** carry a responsibility for companies to create a framework for responsiveness. Failure to address this issue eliminates what little utility the Internet may actually hold...

**11/3,K/5 (Item 1 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2000 The Gale Group. All rts. reserv.

05264539 Supplier Number: 48021656 (USE FORMAT 7 FOR FULLTEXT)  
**PUBLIC WEB DIRECTORIES PREPARE FOR ELECTONIC COMMERCE ROLE**  
Electronic Messaging News, v9, n20, pN/A  
Oct 1, 1997  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 1022

... to find one another to sell goods and services."

Value Added Services

Directory vendors are diversifying by offering a host of free services, including free **E-mail**, **Web site** hosting and **advertising** opportunities for small businesses.

"Part of the impetus for the value-added services is to present a unified presence for our users," McIntyre says. "The..."

**11/3,K/6 (Item 2 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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05024710 Supplier Number: 47377613 (USE FORMAT 7 FOR FULLTEXT)  
**Too much information II**  
InfoWorld, p72  
May 12, 1997  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 4734

... only contacts for bugs and comments. In our experience, it's strictly a one-way street; we're still waiting for a response to our **e-mail** messages.

Price (5%) Excellent 0.5 Yahoo also has **advertisements** on its free  
**Web site** .  
Final score 5.0  
MONITORING AND SEARCH ENGINE SOLUTIONS

Smart Bookmarks 3.0 and Excite

FirstFloor Software Inc.

<http://www.firstfloor.com>

Excite Inc.

[http...](http://www.firstfloor.com)

11/3,K/7 (Item 3 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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04945817 Supplier Number: 47268971 (USE FORMAT 7 FOR FULLTEXT)  
**Adbot to auction over 100 million ad impressions at lowest rates in history of Internet advertising.**  
Business Wire, p4031023  
April 3, 1997  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 829

... offered.

This specialty auction increases the options for advertisers seeking to develop an online presence. In the coming months, Adbot plans to auction many unique **advertising** opportunities on individual **Web sites**, **email** services and other interactive media.

About USA.Net

USA.NET (<http://www.usa.net>) is a national leader in Internet email services and the home...

11/3,K/8 (Item 4 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2000 The Gale Group. All rts. reserv.

04919488 Supplier Number: 47232189 (USE FORMAT 7 FOR FULLTEXT)  
**ClickOver Inc. introduces ClickWise, the first intelligent, high-performance ad management system for electronic advertising; Ease of use and installation, flexibility, and scalable pricing make efficient ad management, targeting and real-time accountability widely accessible.**  
Business Wire, p03241093  
March 24, 1997  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 915

... browser and access real-time performance reports just for their ads. Unlike other Web ad management systems, the real-time nature of these reports allows **Web sites** and **advertisers** to get up-to-the-second **feedback** on ad performance and test creatives. In addition, ClickWise creates reports that show a site how ads are performing relative to their contractual obligations.

-- Easy...

11/3,K/9 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

09500201 SUPPLIER NUMBER: 19436368 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Too much information. (Internet search solutions) (includes related articles on results at a glance, future of searching) (Software Review) (Evaluation)**  
InfoWorld, v19, n19, p72(7)  
May 12, 1997  
DOCUMENT TYPE: Evaluation ISSN: 0199-6649 LANGUAGE: English  
RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 8090 LINE COUNT: 00643

... only contacts for bugs and comments. In our experience, it's strictly a one-way street; we're still waiting for a response to our e-mail messages.

Price (5%). Excellent 0.5 Yahoo also has **advertisements** on its free Web site .

Final score 5.0  
MONITORING AND SEARCH ENGINE SOLUTIONS  
Smart Bookmarks 3.0 and Excite  
FirstFloor Software Inc.  
<http://www.firstfloor.com>  
Excite Inc.  
[http...](http://www.excite.com)

11/3,K/10 (Item 2 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

09372668 SUPPLIER NUMBER: 19232906 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Tips and tricks for surfing HPAC Interactive. (Website) (includes glossary)**  
Ivanovich, Michael  
Heating, Piping, Air Conditioning, v69, n1, p195(3)  
Jan, 1997  
ISSN: 0017-940X LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 2426 LINE COUNT: 00189

... an alphabetical list of manufacturers and associated contact information as it appeared in the 1996 Info-dex publication. Some manufacturers have hyperlinks to on-line **advertising , Websites , and E-mail** addresses.

\* Industry News - Our "Industry News" section contains press releases of industry appointments, corporate mergers and moves, and other information of importance to the mechanical...

11/3,K/11 (Item 3 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

09023171 SUPPLIER NUMBER: 18760522 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Financial reporting on the World Wide Web.**  
Petravick, Simon; Gillett, John  
Management Accounting (USA), v78, n1, p26(4)  
July, 1996  
ISSN: 0025-1690 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 2887 LINE COUNT: 00238

...ABSTRACT: should also avoid software incompatibility, design statements for onscreen viewing, display financial information against a neutral background to make reading easier and provide access to e-mail. Web Site sponsors should advertise the site and track the number of times a site answers requests for information.

11/3,K/12 (Item 4 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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08452213 SUPPLIER NUMBER: 17966659 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**INDIVIDUAL LAUNCHES NEWSPAGE DIRECT**  
PR Newswire, p209NEF005  
Feb 9, 1996  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 515 LINE COUNT: 00054

... facilitate the use of NewsPage Direct as a launch-pad to the World Wide Web, each issue contains URLs pointing users to NewsPage topics and advertisers' websites. Many HTML-enabled e-mail packages take advantage of this feature by turning URLs into live hotlinks, launching the browser and connecting to the appropriate website once the user clicks...  
?

14/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01813324 04-64315

**Tap your real Web potential**

Talley, Brooks; Fletcher-MacDonald, Trina; Mitchell, Lori; Dugan, Sean  
InfoWorld v21n17 PP: 54-62 Apr 26, 1999  
ISSN: 0199-6649 JRNL CODE: IFW  
WORD COUNT: 5578

...TEXT: comes to attracting and retaining customers, keeping their site available to visitors, and maximizing the effectiveness of online advertisements. And many are looking to improve **Web site performance**, increase **advertising** revenue, and discover the overall effectiveness of the site's design, but they have not yet figured out where to begin.

Enter Web-traffic analysis...

14/3,K/2 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06720636 Supplier Number: 56252287 (USE FORMAT 7 FOR FULLTEXT)

**Internet May Slow Under Future Performance Demands, According to Independent Study Based on Keynote Data.**

Business Wire, p0144  
Oct 13, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 1345

... affecting the complexity of web-page downloads are primarily hidden, according to Sevcik. These include DNS look-ups, server re-direction, protocol support, number and **performance of advertising servers**, complex screen layouts, and content on additional servers. Sevcik believes that the faster a web page is implemented, the more complex it is likely to...

14/3,K/3 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2000 The Gale Group. All rts. reserv.

06304207 Supplier Number: 54507411 (USE FORMAT 7 FOR FULLTEXT)

**Web-traffic analysis. (Web-traffic analysis software) (Software Review) (Evaluation)**

InfoWorld, v21, n17, pNA(1)  
April 26, 1999  
Language: English Record Type: Fulltext  
Article Type: Evaluation  
Document Type: Magazine/Journal; Trade  
Word Count: 7450

... comes to attracting and retaining customers, keeping their site available to visitors, and maximizing the effectiveness of online advertisements. And many are looking to improve **Web site performance**, increase **advertising** revenue, and discover the overall effectiveness of the site's design, but they have not yet figured out where to begin.

Enter Web-traffic analysis...



14/3,K/4 (Item 3 from file: 16)  
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04854218 Supplier Number: 47140537 (USE FORMAT 7 FOR FULLTEXT)

**Four11 Launches RocketMail, Free Web-based E-mail**

PR Newswire, p0219LAW047

Feb 19, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1042

... g. browser type, computer platform and high-level domain information). The Four11 AdServer dynamically targets advertisements and provides advertisers with sophisticated, accurate online tracking and **performance** reporting. The **advertising server** has been developed as a flexible and high performance engine capable of serving tens of millions of advertisements per day.

Four11 captures information about customers...

?

18/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2000 Bell & Howell. All rts. reserv.

01409529 00060516

**Advertising on the Web: Is there response before click-through?**  
Briggs, Rex; Hollis, Nigel  
Journal of Advertising Research v37n2 PP: 33-45 Mar/Apr 1997  
ISSN: 0021-8499 JRNL CODE: ADR  
WORD COUNT: 6625

...TEXT: Chart Omitted)

Captioned as: Figure 13

A focus of the Web advertising debate has centered on the value of click-through. Click-through on ad **banners** transports readers from **content** focused **Web** **sites** to **advertiser** sites where direct marketing can occur. From this point of view, ad banners are similar to direct mail envelopes, enticing the recipient to open it...

18/3,K/2 (Item 1 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
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02101622 SUPPLIER NUMBER: 19759294 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Nexpo '97, part II: editorial and advertising systems, other products.**  
(Industry Trend or Event)  
Tribute, Andrew; Edwards, Stephen; Drennan, Bill  
Seybold Report on Publishing Systems, v26, p7(25)  
August 18, 1997  
ISSN: 0736-7260 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 21657 LINE COUNT: 01677

... contract information so that files can be output with tagged data for online database publishing. This allows newspapers to offer "Web-optimized" logos, additional nonpublisher **content** and links to **advertiser Web sites** as well as searchable text.

AdFax. AdFax, which receives faxed ads electronically, has been enhanced with the capability to conditionally merge and filter ad data...

18/3,K/3 (Item 2 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
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01991023 SUPPLIER NUMBER: 18749964 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**I/Pro vs. PC-Meter. (Internet Profiles; Web market researchers) (PC Week Inside) (Company Business and Marketing)**  
Guglielmo, Connie  
PC Week, v13, n40, pA5(1)  
Oct 7, 1996  
ISSN: 0740-1604 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1557 LINE COUNT: 00122

... part of a new genre of online market research firms dedicated to measuring and analyzing Web traffic. The goal: to provide research data that helps **Web site** providers and **advertisers** tailor their **content** and sales pitch. The prize: the minds and substantial marketing dollars of companies that want to cash in on the Web.

The Contenders  
Internet Profiles...

18/3,K/4 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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04348283 Supplier Number: 46377251 (USE FORMAT 7 FOR FULLTEXT)  
**NETCAST COMMUNICATIONS CORP. PARTNERS WITH AT&T; NEW INTERNET BASED  
ENTERTAINMENT NETWORK TO OFFER HIGH QUALITY AUDIO**  
PR Newswire, p510NYF049  
May 10, 1996  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 426

... and other information; and interactive chat allowing users to communicate with show hosts and guests. In addition, Netcast's integrated Web browser links users to **advertisers** and **content** providers' **Web sites** where they can access additional information about the product, service or show.

"Netcast's multicasting technique provides a unique innovation in delivering music without the...

18/3,K/5 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

09366722 SUPPLIER NUMBER: 19203322 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**COMDEX: a searcher's report on the exhibit floor for the world's biggest  
computer show. (Fall 1996)**  
Chiang, Dudee  
Searcher, v5, n2, p46(4)  
Feb, 1997  
ISSN: 1070-4795 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 2410 LINE COUNT: 00195

... line unhampered by slow Net traffic. Arrive combines a service with software. The browsing software is free. You can download it from the company's **Web site**. **Content** providers and **advertisers** pay a fee for inclusion. Users receive information from content providers who partner with IFusion. As of December, 1996, content providers for Arrive included USA...

18/3,K/6 (Item 2 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

09007906 SUPPLIER NUMBER: 18745901 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Free Range Media Introduces Audio Palette(TM)**  
PR Newswire, p1008SFTU037  
Oct 8, 1996  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1125 LINE COUNT: 00099

... events, and to specify and sequence audio leads to precede retrieval of archived broadcasts. It is an integral component of easily and cost-effectively managing **website** audio **content** including

**advertisements** the station sells.

Developed in Team with KIRO Radio and Progressive Networks

The Free Range Media Audio Palette uses RealAudio(TM) from Progressive Networks, the...

**18/3,K/7** (Item 3 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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08732543 SUPPLIER NUMBER: 18333395 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Online service targets radio listeners. (Netcast offers sports, talk and music and news)**

Petrozzello, Donna

Broadcasting & Cable, v126, n23, p28(1)

May 27, 1996

ISSN: 1068-6827

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 458

LINE COUNT: 00041

... Butterworth has proposed funding Netcast's broadcasting functions with sponsors. Unlike other online services, which charge user fees, Netcast will link browsers to World Wide **Web sites** maintained by **advertisers** and online **content** providers that will contain messages on sponsors and their merchandise, Butterworth says.

Netcast plans to provide verified delivery of advertisements on its service through a...

?

20/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01673453 03-24443  
**@Guard removes banner ads, makes surfing safer**  
Shankar, Gess  
InfoWorld v20n30 PP: 57 Jul 27, 1998  
ISSN: 0199-6649 JRNL CODE: IFW  
WORD COUNT: 609

...TEXT: advertisements often make browsers establish multiple TCP connections to multiple hosts. @Guard's Ad blocker puts a stop to this using a set of preconfigured **search** strings that neatly strip the **banners** off before the page reaches the **browser**.

(Illustration Omitted)

Captioned as: DETAILED LOGGING and a live display of Internet statistics allow you to optimize @Guard for maximum protection and performance.

I immediately...

20/3,K/2 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01310432 99-59828  
**Give us a splash of Bill Gates perfume**  
Taylor, Cathy  
Mediaweek v6n38 PP: 40-44 Oct 7, 1996  
ISSN: 1055-176X JRNL CODE: MEW  
WORD COUNT: 237

...ABSTRACT: com, has unleashed upon the world the Netwitts, a group of comics who are trying to ensure that people remember to poke fun at Web **browsers**, **search** engines and **banner ads**. One of the group's recent spoofs featured Bill Gates.

...TEXT: upon the world the Netwitts, a New York-based group of comics who are trying to ensure that people remember to poke fun at Web **browsers**, **search** engines and **banner ads**.

In their (continued on page 44) spoof, which aired recently on TV.com, the Netwitts interview computer devotees standing outside a Software Etc. store, anxiously...

20/3,K/3 (Item 1 from file: 148)  
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12278517 SUPPLIER NUMBER: 62828584 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**POOR RICHARD'S INTERNET MARKETING AND PROMOTIONS: HOW TO PROMOTE YOURSELF, YOUR BUSINESS, YOUR IDEAS ONLINE.**  
Eldard, John  
Technical Communication, 47, 2, 251  
May, 2000  
ISSN: 0049-3155 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 936 LINE COUNT: 00073

... Internet that many of us have seen online but don't really understand. We all belong to an e-mail list or two, we see **advertising banners** on every Web **browser** and **search** engine we visit, and we receive newsletters via our e-mail mailbox. Do we know how these work, what software we need to provide these...

20/3,K/4 (Item 2 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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11721095 SUPPLIER NUMBER: 59034613 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Wanted: A Way of Counting That You Can Count On. (Brief Article)**  
LEDBETTER, JAMES  
Columbia Journalism Review, 38, 5, 66  
Jan, 2000  
DOCUMENT TYPE: Brief Article ISSN: 0010-194X LANGUAGE: English  
RECORD TYPE: Fulltext  
WORD COUNT: 1547 LINE COUNT: 00122

... pages on a site are visited and which aren't; how long visitors stay on individual pages; whether they got to the site via a **search** engine, bookmarked Web **browser**, or a **banner ad**.

And yet: try to get a single answer about how many visitors a Web site has and you will encounter dissembling and dissent. Do you...

20/3,K/5 (Item 3 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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10353069 SUPPLIER NUMBER: 20967950 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Review: @Guard removes banner ads, makes surfing safer. (WRQ Inc) (Software Review) (Evaluation)**  
Shankar, Gess  
InfoWorld, v20, n30, p57(1)  
July 27, 1998  
DOCUMENT TYPE: Evaluation ISSN: 0199-6649 LANGUAGE: English  
RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 772 LINE COUNT: 00065

... advertisements often make browsers establish multiple TCP connections to multiple hosts. @Guard's Ad blocker puts a stop to this using a set of preconfigured **search** strings that neatly strip the **banners** off before the page reaches the **browser**.

I immediately experienced the performance improvement. The pages load much quicker without the ads. The pruning is dramatic enough that you can realize substantial savings...

20/3,K/6 (Item 4 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

09053561 SUPPLIER NUMBER: 18744414 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**A web for webmasters. (USWeb offers web site providing information on developing and maintaining such sites)**  
Taylor, Cathy  
MEDIaweek, v6, n38, p40(1)  
Oct 7, 1996  
ISSN: 1055-176X LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 1386 LINE COUNT: 00110

... upon the world the Netwitts, a New York-based group of comics who are trying to ensure that people remember to poke fun at Web **browsers**, **search** engines and **banner ads**.

In their first spoof, which aired recently on TV.com, the Netwitts interview computer devotees standing outside a Software Etc. store, anxiously awaiting "the new...  
?

21/3,K/1 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2000 The Gale Group. All rts. reserv.

05753447 Supplier Number: 50237375 (USE FORMAT 7 FOR FULLTEXT)  
**Unicast and InterVU Announce the Internet's First High-quality Video Web Site Advertising Solution.**  
Business Wire, p08111373  
August 11, 1998  
Language: English Record Type: Fulltext  
Article Type: Article  
Document Type: Newswire; Trade  
Word Count: 1030

... reach the widest possible audience.  
The agreement between Unicast and InterVU allows both companies to sell their joint interstitial video delivery services to advertisers and **content providers**.

About InterVU

Offering full-service enabling solutions to **Web sites**, **advertisers** and **advertising** agencies, major ISPs, and cable/TV networks including NBC, which holds a significant equity position in InterVU, InterVU's range of services are designed to...

21/3,K/2 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2000 The Gale Group. All rts. reserv.

05485958 Supplier Number: 48312039 (USE FORMAT 7 FOR FULLTEXT)  
**net.Genesis Announces Major Upgrade to Web Site Analysis Software**  
PR Newswire, p0223NEM034  
Feb 23, 1998  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 1117

... industry standards developed by ABC Interactive, a division of the Audit Bureau of Circulations, for auditing Web site traffic. Verification of site traffic benefits online **advertisers**, **content providers** and **Web site** hosts by providing them with confirmation of advertising readership.

Advanced Visitor and Path Analysis

New reports extend the comprehensive analytical power of net.Analysis Pro...

21/3,K/3 (Item 3 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2000 The Gale Group. All rts. reserv.

04348283 Supplier Number: 46377251 (USE FORMAT 7 FOR FULLTEXT)  
**NETCAST COMMUNICATIONS CORP. PARTNERS WITH AT&T; NEW INTERNET BASED ENTERTAINMENT NETWORK TO OFFER HIGH QUALITY AUDIO**  
PR Newswire, p510NYF049  
May 10, 1996  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 426

... and other information; and interactive chat allowing users to



communicate with show hosts and guests. In addition, Netcast's integrated Web browser links users to **advertisers** and **content providers** Web sites where they can access additional information about the product, service or show.

"Netcast's multicasting technique provides a unique innovation in delivering music without the...

**21/3,K/4 (Item 1 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

09366722 SUPPLIER NUMBER: 19203322 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**COMDEX: a searcher's report on the exhibit floor for the world's biggest computer show. (Fall 1996)**

Chiang, Dudee

Searcher, v5, n2, p46(4)

Feb, 1997

ISSN: 1070-4795

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 2410

LINE COUNT: 00195

... line unhampered by slow Net traffic. Arrive combines a service with software. The browsing software is free. You can download it from the company's Web site. **Content providers** and **advertisers** pay a fee for inclusion. Users receive information from **content providers** who partner with IFusion. As of December, 1996, content providers for Arrive included USA Today, Epic Records, GolfWeb, the Weather Channel, and Yahoo!. The storage...

**21/3,K/5 (Item 2 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

09002899 SUPPLIER NUMBER: 18740083 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Concord International Bids Acquisition of Internet Software Company**

PR Newswire, p1007PHM010

Oct 7, 1996

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 1359

LINE COUNT: 00117

... directing user traffic to a Web Page.

**INTERNET SUCCESS**

Successfully published Web Pages must be visible, accessible, comprehensive, innovative, affordable and strategically publicized by the **Content Provider** /Publisher and Host. Most Internet companies **advertise Web Site** design, publishing and maintenance but do nothing to insure a Web Site's exposure and success. They simply rent space on an Internet server, making...

**21/3,K/6 (Item 3 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

08732543 SUPPLIER NUMBER: 18333395 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Online service targets radio listeners. (Netcast offers sports, talk and music and news)**

Petrozzello, Donna

Broadcasting & Cable, v126, n23, p28(1)

May 27, 1996

ISSN: 1068-6827      LANGUAGE: English      RECORD TYPE: Fulltext  
WORD COUNT: 458      LINE COUNT: 00041

... Butterworth has proposed funding Netcast's broadcasting functions with sponsors. Unlike other online services, which charge user fees, Netcast will link browsers to World Wide **Web sites** maintained by **advertisers** and online **content providers** that will contain messages on sponsors and their merchandise, Butterworth says.

Netcast plans to provide verified delivery of advertisements on its service through a tracking...

21/3,K/7      (Item 4 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2000 The Gale Group. All rts. reserv.

08653083      SUPPLIER NUMBER: 18273646      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**NETCAST COMMUNICATIONS CORP. PARTNERS WITH AT&T; NEW INTERNET BASED  
ENTERTAINMENT NETWORK TO OFFER HIGH QUALITY AUDIO**  
PR Newswire, p510NYF049  
May 10, 1996  
LANGUAGE: English      RECORD TYPE: Fulltext  
WORD COUNT: 444      LINE COUNT: 00041

... and other information; and interactive chat allowing users to communicate with show hosts and guests. In addition, Netcast's integrated Web browser links users to **advertisers** ' and **content providers** ' **Web sites** where they can access additional information about the product, service or show.

"Netcast's multicasting technique provides a unique innovation in delivering music without the...

?

File 350:Derwent WPIX 1963-2000/UD,UM &UP=200054

(c) 2000 Derwent Info Ltd

File 347:JAPIO Oct 1976-2000/Jun(UPDATED 001012)

(c) 2000 JPO & JAPIO

File 344:Chinese Patents ABS Apr 1985-2000/Aug

(c) 2000 European Patent Office

File 348:European Patents 1978-2000/Oct W05

(c) 2000 European Patent Office

File 349:PCT Fulltext 1983-2000/UB=20001026, UT=20001012

(c) 2000 WIPO/MicroPat

Set	Items	Description
S1	69	AU=(MERRIMAN D? OR O'CONNOR K?)
S2	31	AU=O CONNOR K?
S3	99	S1 OR S2
S4	6	S3 AND ADVERTI?

4/3,IC,K/1 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2000 Derwent Info Ltd. All rts. reserv.

013023949

WPI Acc No: 2000-195800/200017

XRPX Acc No: N00-144840

**Computer system for delivery of advertisements, selects advertising content corresponding to selected advertiser node, for display at user node based on prior activities of user in advertiser web site**

Patent Assignee: DOUBLECLICK INC (DOUB-N)

Inventor: MERRIMAN D A ; O'CONNOR K J

Number of Countries: 080 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200008802	A2	20000217	WO 99US16999	A	19990727	200017 B
AU 9952349	A	20000228	AU 9952349	A	19990727	200030

Priority Applications (No Type Date): US 9895146 A 19980803

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
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WO 200008802	A2 E	21	H04L-012/00	
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Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

AU 9952349 A H04L-012/00 Based on patent WO 200008802

International Patent Class (Main): H04L-012/00

**Computer system for delivery of advertisements, selects advertising content corresponding to selected advertiser node, for display at user node based on prior activities of user in advertiser web site**

Inventor: MERRIMAN D A ...

...O'CONNOR K J

Abstract (Basic):

... An **advertisement** server node (14) selects the **advertiser** node (16) as selected node and informs it to user node (10), based on request from user node and feedback signal from **advertiser** node. The **advertising** content corresponding to selected **advertiser** node for display at user node, is selected at server node based on prior activities of user at **advertiser** web site.

... The user node provides request for information, at suitable conditions. The **advertiser** node having the web site, provides **advertising** contents to user based on received request and also provides feedback signal representing previous activities of user at web site. An INDEPENDENT CLAIM is also included for method of delivering **advertisements** to user node...

...For targeting of **advertisement** delivered over networks such as internet...

...The figure shows block diagram of retargeted **advertisements** placement system...

...**Advertisement** server node (14...

...**Advertiser** node (16

...Title Terms: **ADVERTISE** ;

4/3,IC,K/2 (Item 2 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2000 Derwent Info Ltd. All rts. reserv.

012711775

WPI Acc No: 1999-517888/199943

XRPX Acc No: N99-385129

**Advertisement delivery and response measuring system in network such as internet**

Patent Assignee: DOUBLE CLICK INC (DOUB-N)

Inventor: **MERRIMAN D A ; O'CONNOR K J**

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5948061	A	19990907	US 96738634	A	19961029	199943 B

Priority Applications (No Type Date): US 96738634 A 19961029

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 5948061	A	11	G06F-017/30	

International Patent Class (Main): G06F-017/30

International Patent Class (Additional): G06F-151/00

**Advertisement delivery and response measuring system in network such as internet**

Inventor: **MERRIMAN D A ...**

...**O'CONNOR K J**

Abstract (Basic):

... A user node having browser program (16), requests information from network. A content provider affiliate node having affiliate website (12), provides media content, **advertising** space and link message to user node. An **advertiser** node having **advertiser** website (18), provides **advertising** content. An **advertisement** server node selects an **advertiser** node for user node based on link message.

... For delivering **advertisement** and measuring responses for **advertisement** from network such as internet...

...Capable of gathering information about recipients of **advertisement**. Provides control over frequency of exposure to users for **advertisements** appearing on web page over time...

...The figure shows diagram explaining **advertisement** delivery and response measuring system...

...**Advertiser** website (18)

Title Terms: **ADVERTISE** ;

4/3,IC,K/3 (Item 3 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2000 Derwent Info Ltd. All rts. reserv.

012264763

WPI Acc No: 1999-070869/199906

XRPX Acc No: N99-051773

**Automatic placement of advertising - includes use of advertiser node**

with advertiser web site responding to user node request and selection  
of advertiser node according to user characteristics

Patent Assignee: DOUBLECLICK INC (DOUB-N)

Inventor: MERRIMAN D A ; O'CONNOR K

Number of Countries: 034 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9858334	A1	19981223	WO 98US12419	A	19980615	199906 B
AU 9880727	A	19990104	AU 9880727	A	19980615	199921

Priority Applications (No Type Date): US 9749877 A 19970617; US 9748940 A 19970616

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
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WO 9858334	A1 E	39	G06F-017/60	
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Designated States (National): AU BR CA CN HU IL IS JP KR MX NO NZ PL RO RU SG

Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

AU 9880727 A G06F-017/60 Based on patent WO 9858334

International Patent Class (Main): G06F-017/60

Automatic placement of advertising - ...

...includes use of advertiser node with advertiser web site responding to user node request and selection of advertiser node according to user characteristics

Inventor: MERRIMAN D A ...

...O'CONNOR K

...Abstract (Basic): Advertisements are "offers" such as direct advertisements for sales of goods or services but can also be offers to fill out survey forms, generate leads, download software and the like. After a...

...in step (56) and each current offer is reviewed by calculating the expected return at step (66) according to user characteristics, past exposure to the advertisement, historical statistical performance in the context of the user and/or the payment rate for the offer...

...USE - Automatic selection of direct advertising in advertisement campaigns

...Title Terms: ADVERTISE ;

4/3,IC,K/4 (Item 1 from file: 348)

DIALOG(R)File 348:European Patents

(c) 2000 European Patent Office. All rts. reserv.

01137429

NETWORK FOR DISTRIBUTION OF RE-TARGETED ADVERTISING

NEZWERK ZUR GEZIELTEWERBUNGSVERTEILUNG

RESEAU DE DISTRIBUTION D'ANNONCE PUBLICITAIRE RECIBLEE

PATENT ASSIGNEE:

Doubleclick Inc., (2683830), 32nd floor, 41 Madison Avenue,, New York, NY 10010, (US), (Applicant designated States: all)

INVENTOR:

MERRIMAN, Dwight, A. , Apt.2, 133 East 39th Street, New York, NY 10016, (US)

O'CONNOR, Kevin, J. , 115 Central Park West 7B, New York, NY 10023, (US)

PATENT (CC, No, Kind, Date):

WO 0008802 000217

APPLICATION (CC, No, Date): WO 99937536 990727; WO 99US16999 990727

PRIORITY (CC, No, Date): US 95146 P 980803

DESIGNATED STATES: AT

INTERNATIONAL PATENT CLASS: H04L-012/00

LANGUAGE (Publication,Procedural,Application): English; English; English

**NETWORK FOR DISTRIBUTION OF RE-TARGETED ADVERTISING**

INVENTOR:

**MERRIMAN, Dwight, A ...**

...US)

**O'CONNOR, Kevin, J ...**

**4/3,IC,K/5 (Item 1 from file: 349)**

DIALOG(R)File 349:PCT:Fulltext

(c) 2000 WIPO/MicroPat. All rts. reserv.

00695823

**NETWORK FOR DISTRIBUTION OF RE-TARGETED ADVERTISING**

**RESEAU DE DISTRIBUTION D'ANNONCE PUBLICITAIRE RECIBLEE**

Patent Applicant/Assignee:

DOUBLECLICK INC, DOUBLECLICK INC. , 32nd floor, 41 Madison Avenue, New York, NY 10010 , US

Inventor(s):

**MERRIMAN Dwight A , MERRIMAN, Dwight, A. , Apartment 2, 133 East 39th Street, New York, NY 10016 , US**

**O'CONNOR Kevin J , O'CONNOR, Kevin, J. , 115 Central Park West &7B, New York, NY 10023 , US**

Patent and Priority Information (Country, Number, Date):

Patent: WO 0008802 A2 20000217 (WO 200008802)

Application: WO 99US16999 19990727 (PCT/WO US9916999)

Priority Application: US 9895146 19980803

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES

FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU

LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA

UG UZ VN YU ZW AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Main International Patent Class: H04L-012/00;

Publication Language: English

Filing Language: English

Fulltext Word Count: 5183

**NETWORK FOR DISTRIBUTION OF RE-TARGETED ADVERTISING**

Inventor(s):

**MERRIMAN Dwight A ...**

...MERRIMAN, Dwight, A. , Apartment 2, 133 East 39th Street, New York, NY 10016 , US

**O'CONNOR Kevin J ...**

Fulltext Availability:

Detailed Description

Claims

English Abstract

A computer system for automatic replacement of **advertisements** includes an **advertising** server for selecting an **advertisement** based on criteria related to the individual viewer. In particular, **advertisements** are selected for a given user, based on the past behavior of that specific given user. **Advertiser** web sites on the network are configured

to anonymously report back user activity such as visit dates, purchases, specific product pages visited and the like...

...reporting embodiments include email, file transfer protocol and spotlight tags. User activity lists are processed to select candidates for re-targeting. Candidates for re-targeted **advertisements** are identified based on their own individual past activity, and stored in a list of candidate user ID's. When a candidate on the re-targeted list is identified at any network affiliate web site, a re-targeted **advertisement** is delivered to the candidate user.



4/3,IC,K/6 (Item 2 from file: 349)  
DIALOG(R) File 349:PCT Fulltext  
(c) 2000 WIPO/MicroPat. All rts. reserv.

00612863

**METHOD AND APPARATUS FOR AUTOMATIC PLACEMENT OF ADVERTISING  
PROCEDE ET APPAREIL DE PLACEMENT AUTOMATIQUE DE PUBLICITES**

Patent Applicant/Assignee:

DOUBLECLICK INC, DOUBLECLICK INC. , 32nd floor, 41 Madison Avenue, New  
York, NY 10010 , US

Inventor(s):

**MERRIMAN Dwight A** , MERRIMAN, Dwight, A. , Apartment 2, 133 East 39th  
Street, New York, NY 10026 , US

**O'CONNOR Kevin** , O'CONNOR, Kevin , 115 Central Park West;7B, New York,  
NY 10023 , US

Patent and Priority Information (Country, Number, Date):

Patent: WO 9858334 A1 19981223

Application: WO 98US12419 19980615 (PCT/WO US9812419)

Priority Application: US 9748940 19970616; US 9749877 19970617

Designated States: AU BR CA CN HU IL IS JP KR MX NO NZ PL RO RU SG AT BE CH  
CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Main International Patent Class: G06F-017/60;

Publication Language: English

Filing Language: English

Fulltext Word Count: 8927

**METHOD AND APPARATUS FOR AUTOMATIC PLACEMENT OF ADVERTISING**

Inventor(s):

**MERRIMAN Dwight A** ...

...MERRIMAN, Dwight, A. , Apartment 2, 133 East 39th Street, New York, NY  
10026 , US

**O'CONNOR Kevin** ...

Fulltext Availability:

Detailed Description

Claims

English Abstract

A computer system for automatic replacement of direct **advertisements** in scarce media includes an **advertising** server for selecting a direct **advertisement** based on certain criteria. Transaction results of the direct **advertisement** placement are reported back to the **advertising** server, and an associated accounting system. In one embodiment, the direct **advertiser** 's server reports transactions back to the **advertising** server by email. In a second embodiment, a direct proxy server brokers the user's session (or interaction) with the direct **advertiser** 's server, including transaction processing and the direct proxy server reports the results of transactions back to the **advertising** server and its associated accounting system. A direct proxy provides an independent audit of transactions at a remote direct **advertiser** 's web site. The feedback of the results of direct **advertisement** transactions provides an efficient utilization of direct **advertising** space by way of an automated computer system with a predictive model for selection and distribution of direct **advertising** .